

### **Remarks**

The Office Action mailed March 8, 2007 has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1, 3-6, 36-49, 95, 97-100, 130, and 132-135 are now pending in this application. Claims 2, 96, and 131 have been canceled. Claims 7-35, 58-94, 100-129, and 136-160 have been withdrawn. Claims 1-6, 36-49, 95-100, and 130-135 stand rejected.

The objection to the drawings is respectfully traversed. Corrected drawings are being submitted herewith to provide a clear copy of Figures 4A-9. Accordingly, Applicants respectfully request that the objection to the drawings be withdrawn.

The rejection of Claims 130-135 under 35 U.S.C. § 101 as being directed toward non-statutory subject matter is respectfully traversed. Claim 130 has been amended to recite “[a] method of encoding a data signal”. Applicants submit that a method of encoding a data signal is directed toward statutory subject matter. Claim 131 has been canceled. Claims 132-135 have been amended to recite methods that depend from the method of Claim 130. Accordingly, Applicants respectfully request that the Section 101 rejection of Claims 130-135 be withdrawn.

The rejection of Claims 1-6, 36-49, 95-100, and 130-135 under 35 U.S.C. § 103(a) as being unpatentable over Salam et al. (U.S. Patent 6,594,654, hereinafter referred to as “Salam”) in view of Szabo (U.S. Patent 7,181,438) is respectfully traversed.

Salam describes a system and method for accumulating and displaying information items obtained via a computer network. Specifically, a user having access to the Internet is provided, via a web site, with a plurality of selectable expert topics. Each expert topic includes one or more network computer accessible sources of information. The user enters a user search request, selects one of the expert topics, and enters update schedule information. The user search request, a selected expert topic, and update schedule information is stored at a server site. In accordance with the update schedule information, the user search request is provided to the information sources in the selected expert topic. Raw search results from the

information sources are received, stored, and processed to eliminate dead links and duplicate items. The processed raw search results are stored as search results comprising a plurality of stored search items. A predetermined subset of the stored search items is selected and communicated to the user.

Szabo describes a human user computer interface system, wherein a user characteristic or set of characteristics, such as demographic profile or societal "role", is employed to define a scope or domain of operation. The operation itself may be a database search, to interactively define a taxonomic context for the operation, a business negotiation, or other activity. After retrieval of results, a scoring or ranking may be applied according to user define criteria, which are, for example, commensurate with the relevance to the context, but may be, for example, by date, source, or other secondary criteria. A user profile is preferably stored in a computer accessible form, and may be used to provide a history of use, persistent customization, collaborative filtering and demographic information for the user. User privacy and anonymity is maintained by physical and algorithmic controls over access to the personal profiles, and releasing only aggregate data without personally identifying information or of small groups.

Applicants respectfully submit that neither Salam nor Szabo describe or suggest obtaining a location of a user within a facility and creating a context sensitive subset of query information based on user information and the location of the user within the facility. Rather, Column 16, lines 7-36 of Szabo recite that "[t]he GUI may also have hidden fields relating to 'consumer variables.' Consumer variables refer to demographic, psychographic and other profile information." Specifically, the profile information may include age, sex, income, marital status, likes and dislikes of a consumer, consumer behavior, job title, mailing address, etc. Applicants submit that the above-recited profiles do not amount to obtaining a location of a user in a facility. In particular, both Szabo and Salam fail to teach about locations within a facility. Applicants submit that merely describing a profile that includes a job title and a mailing address does not describe or suggest obtaining a location of a user within a facility.

Further, Column 10, lines 30-41 of Szabo merely teach selecting information from a database, and Column 15, lines 25-30 of Szabo merely teach distributing advertisement

information based on a class or classification of a user. Applicants submit that merely describing classifications of users that are stored in a database does not describe or suggest obtaining a location of a user in a facility. Accordingly, Applicants submit that the present claims, as amended, are patentable over Salam in view of Szabo.

Claim 1 recites a method for providing context sensitive information comprising “identifying a user...defining a query...transmitting said query and said user identity to a server...periodically querying at least one database...retrieving said query information from said at least one database...retrieving user information from said at least one database...obtaining a location of the user within a facility...creating a context sensitive subset of said query information based on said user information and the location of the user within the facility...transmitting said context sensitive subset query information to said user.”

As set forth above, neither Salam nor Szabo describe or suggest a method including obtaining a location of a user within a facility, and creating a context sensitive subset of query information based on user information and the location of the user within the facility. Rather, Salam merely describes a system and method for accumulating and displaying information items obtained via a computer network, and Szabo merely describes a human user computer interface system that utilizes a user’s demographics to define a scope or domain of operation. Applicants submit that merely describing a system and method for accumulating and displaying information items obtained via a computer network or describing a human user computer interface system that utilizes a user’s demographics to define a scope or domain of operation does not describe or suggest obtaining a location of a user within a facility, and creating a context sensitive subset of query information based on user information and the location of the user within the facility. Accordingly, Applicants submit that Claim 1 is patentable over Salam in view of Szabo.

Claim 2 has been canceled. Claims 3-6 depend from independent Claim 1. When the recitations of Claims 3-6 are considered in combination with the recitations of Claim 1, Applicants submit that Claims 3-6 likewise are patentable over Salam in view of Szabo.

Claim 36 recites a system for providing context sensitive information to a user, wherein the system comprises “a server...at least one database connected to said server...a query means for executing a predefined query on said database, said query creating a set of data...a means for a user to request said data from said server...an application program on said server, said application program determining the identity of said user, obtaining a location of the user within a facility, and creating a context sensitive subset of said data based on said users identity and the location of the user within the facility...a means for transmitting said context sensitive subset of said data to said user.”

As set forth above, neither Salam nor Szabo describe or suggest an application program for determining an identity of a user, obtaining a location of the user within a facility, and creating a context sensitive subset of data based on the users identity and the location of the user within the facility. Rather, Salam merely describes a system and method for accumulating and displaying information items obtained via a computer network, and Szabo merely describes a human user computer interface system that utilizes a user’s demographics to define a scope or domain of operation. Applicants submit that merely describing a system and method for accumulating and displaying information items obtained via a computer network or describing a human user computer interface system that utilizes a user’s demographics to define a scope or domain of operation does not describe or suggest obtaining a location of a user within a facility, and creating a context sensitive subset of query information depending on user information and the location of the user within the facility. Accordingly, Applicants submit that Claim 36 is patentable over Salam in view of Szabo.

Claims 37-49 depend from independent Claim 36. When the recitations of Claims 37-49 are considered in combination with the recitations of Claim 36, Applicants submit that Claims 37-49 likewise are patentable over Salam in view of Szabo.

Claim 95 recites a storage medium encoded with machine readable program code for providing context sensitive information to a user, said program code including instructions for causing a computer to implement a method comprising “identifying a user...defining a query...transmitting said query and said user identity to a server...periodically querying at

least one database...retrieving said query information from said at least one database...retrieving user information from said at least one database...obtaining a location of the user within a facility...creating a subset of said query information based on said user information and the location of the user within the facility...formatting said subset query information...transmitting said formatted information to said user.”

As set forth above, neither Salam nor Szabo describe or suggest obtaining a location of a user within a facility, and creating a subset of query information based on user information and the location of the user within the facility. Rather, Salam merely describes a system and method for accumulating and displaying information items obtained via a computer network, and Szabo merely describes a human user computer interface system that utilizes a user’s demographics to define a scope or domain of operation. Applicants submit that merely describing a system and method for accumulating and displaying information items obtained via a computer network or describing a human user computer interface system that utilizes a user’s demographics to define a scope or domain of operation does not describe or suggest obtaining a location of a user within a facility, and creating a context sensitive subset of query information based on user information and the location of the user within the facility. Accordingly, Applicants submit that Claim 95 is patentable over Salam in view of Szabo.

Claim 96 has been canceled. Claims 97-100 depend from independent Claim 95. When the recitations of Claims 97-100 are considered in combination with the recitations of Claim 95, Applicants submit that Claims 97-100 likewise are patentable over Salam in view of Szabo.

Claim 130 recites a method of encoding a data signal that is propagated over a propagation medium, the data signal being context sensitive to a particular user, wherein the method comprises “identifying a user...defining a query...transmitting said query and said user identity to a server...periodically querying at least one database...retrieving said query information from said at least one database...retrieving user information from said at least one database...obtaining a location of the user within a facility...encoding the data signal

with a context sensitive subset of said query information that is based on said user information...and the location of the user within the facility.”

As set forth above, neither Salam nor Szabo describe or suggest obtaining a location of a user within a facility, and encoding a data signal with a context sensitive subset of query information that is based on user information and the location of the user within the facility. Rather, Salam merely describes a system and method for accumulating and displaying information items obtained via a computer network, and Szabo merely describes a human user computer interface system that utilizes a user’s demographics to define a scope or domain of operation. Applicants submit that merely describing a system and method for accumulating and displaying information items obtained via a computer network or describing a human user computer interface system that utilizes a user’s demographics to define a scope or domain of operation does not describe or suggest obtaining a location of a user within a facility, and creating a context sensitive subset of query information that is based on user information and the location of the user within the facility. Accordingly, Applicants submit that Claim 130 is patentable over Salam in view of Szabo.

Claim 131 has been canceled. Claims 132-135 depend from independent Claim 130. When the recitations of Claims 132-135 are considered in combination with the recitations of Claim 130, Applicants submit that Claims 132-135 likewise are patentable over Salam in view of Szabo.

For at least the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 1-6, 36-49, 95-100, and 130-135 be withdrawn.

In view of the foregoing amendment and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Michael J.A. Leinauer', written over a horizontal line.

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